

WE CLAIM:

1. A customer-defined, packaged, personalized toy, comprising:
 - a package having an aperture;
 - a personalized toy in the package; and
 - customer-defined identifying material supported in the package so that the identifying material is visible through the aperture of the package.
2. The personalized toy according to claim 1, wherein the identifying material is printed on a document separate from the package.
3. The personalized toy according to claim 2, wherein the document is attached to the package by tabs that hold an edge of the document.